

Resumagic.com Sample Resume: Sales Manager

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Summary of Qualifications

Sales Manager with more than 20 years of experience in sales and marketing, administration, budgetary and fiscal management with extensive experience selling and marketing to the federal government.

Professional Experience

NAME OF COMPANY, City, ST 2002 - 2004
Regional Government Sales Manager

Managed federal sales in a region representing 20% of total domestic sales, with the largest growth in GSA Sales the past two years. The region is comprised of 10 territory managers supporting some 40 dealers directly involved in federal sales. Over the past two years, the company has grown from 16th place in federal contract sales to 4th place.

- Established region-wide federal sector marketing, training, and consulting for field representatives and dealers to include preparation and publication of a “[Name of Publication]”, and “[Name of Publication]”. **Result:** An almost triple digit percentage increase in federal sales compounded annually in the territory for years 2002 - 2003, a time when all other major competitors were reporting annual results of no growth or substantial losses.
- Recruited and trained three new dealers dedicated to selling exclusively to the federal government. **Result:** In 2003, dealers generated over \$1 million each in net sales to the government.
- Identified and exploited emerging trends as to how government acquires goods and services and formulated plans for new opportunities with established procurement programs to include [list of organizations] located on military bases. **Result:** A vast improvement in exposure to new lead sources and large project work, usually well before the competition becomes involved.

NAME OF COMPANY, City, ST 1988 - 2001
Owner / Manager

Founded and managed this very successful office furnishings dealership serving the [list of states] market. Sold the business in 2001.

- Achieved net sales averaging \$2 million each year, primarily to the federal government.
- Expanded customer base by providing excellent customer service, locating and developing profitable niche markets, finding the most suitable products for those markets, and developing and executing plans that resulted in lead generation, strong customer relationships, and profitable sales.

NAME OF COMPANY, City, ST 1987 - 1988
Director of Marketing

Prepared the sales and marketing plan; selected products; targeted marketing segments of opportunity; negotiated agreements with manufacturers; established sales management objectives, measurements and controls; directed the advertising and sales promotion program; and recruited, trained and motivated

new dealers for this medium-sized office furnishings dealer and distributor with franchised dealer-partners located throughout the Southeast.

- Established and formalized the sales and marketing program for \$15 million sales per year collection of dealers located throughout the Southeast. Redirected them from a single product (Center Core), single market (GSA) enterprise to also include a broad range of commercial products addressing key opportunity market segments and the design community. **Result:** Sales increased to almost \$20 million the following year.

NAME OF COMPANY, City, ST
Director, Administrative Services

1982 - 1987

Managed office systems and staff, real estate, facilities and administrative services which involved coordination and strategic planning with information systems and corporate counterparts, development of current operational planning, budgeting (\$17.6 million annual operating budget), as well as organizing and managing personnel (staff of 160+ people) and other fiscal resources (annual capital budget of \$5 million).

- Set-up professional facilities and managed real estate for Coca-Cola USA at its headquarters and 70 field office locations. Established size, furnishings, and administrative standards for leased and owned properties.
- Sponsored, provided justification for, and administered the addition of a new headquarters building for [name of company] (over 750 million square feet in size and \$150 million in cost). **Result:** A net savings to the division in excess of \$25 million (net present value) over the following 30 years.
- Sponsored the design and development of overseas manufacture of custom grade furnishings for the headquarters office. **Result:** Released nearly \$25 million in blocked funds, a very favorable expansion of trade license, and a savings of nearly \$4 million versus comparable domestic sources.

Education

B.S., Mathematics, NAME OF UNIVERSITY, City, ST (1970)